

Subject: This week from CCA (CCA Delivers - October 27, 2016
From: "Central City Association" <jdanganan@ccala.org>
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CCA Delivers

CCALA.org

October 27, 2016

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CCA Announces New President & CEO

Citing her experience and collaborative approach in advocating for business, the Board of Directors for the Central City Association of Los Angeles voted unanimously to name Jessica Lall as the organization's new President & CEO. To read the full press release, [click here](#).

Sustaining the Downtown Renaissance

CCA spoke at the Central Area Planning Commission (CAPC) in support of *The Alexan* being developed by Trammell Crow Residential. *The Alexan* will be built on what is currently a parking lot at 9th and Hill Streets. This 26-story high-rise will feature 305 rental units, 6,999 square feet of retail space and a 333-car parking garage. The CAPC unanimously approved the development.

CCA continues to be a strong advocate of the Downtown Renaissance that has enlivened the City and strengthened our local economy. We believe our city center is the place where people converge, discuss ideas, and discover new connections. Downtown thrives with increased density and density is supported by the public investment of mass transit. CCA supports Downtown as the region's center for growth and embraces the role that developments like *The Alexan* play in animating the social fabric of Downtown and, by extension, the City of L.A.

For more information, please contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

EVENTS CALENDAR

FRIDAY, OCTOBER 28

7:30 a.m.- 2:30 p.m.

[MAYORAL HOUSING, TRANSPORTATION & JOBS SUMMIT](#)
UCLA Anderson School of Management

MONDAY, OCTOBER 31

5 – 8 p.m.

[HALLOWEEN FESTIVAL FOR DTLA KIDS](#)
Grand Hope Park at FIDM

SUNDAY, OCTOBER 30 & MONDAY, OCTOBER 31

Various Times

[CLIFTON'S HALLOWEEN CELEBRATION](#)
Clifton's

WEDNESDAY, NOVEMBER 9

11 a.m. - 1:30 p.m.

[PROPRIETARY DEPARTMENTS PANEL & SHOWCASE](#)
DoubleTree by Hilton Los Angeles Downtown

THURSDAY, NOVEMBER 10

7:30 a.m. – 5 p.m.

[CITYAGE: BUILD THE FUTURE](#)
City Club

CCA members qualify for a discount to attend the event - the code to use is CITYAGE.

TUESDAY, DECEMBER 6

5:30 - 8 p.m.

[CCA HOLIDAY PARTY](#)
The Majestic Downtown



COMMITTEE CALENDAR

THURSDAY, NOVEMBER 10

8:00 - 9:30 a.m.

TRANSPORTATION,
INFRASTRUCTURE & ENERGY

Topics: City and County Water
Resilience Plans; City Energy & Water
Efficiency Requirements

Special Guests: *Leslie Freidman-
Johnson, CNRG, Liz Crosson and
Hilary Firestone, Office of Mayor Eric
Garcetti*



CCA IN ACTION



This week, CCA spoke at the Homelessness & Policy Committee regarding the citizen oversight committee for Measure HHH. CCA advocated for a Downtown representative to be on the committee. Downtown is the area in the City most impacted by homelessness and deserves a dedicated seat on the committee. Measure HHH will be on the November 8th ballot and is a \$1.2 billion general obligation bond that will be secured by an increase in property taxes. CCA supports Measure HHH, as it will support permanent supportive housing, affordable housing and facilities for homeless individuals like shelters and storage.

For more information, please contact CCA's Managing Director of Legislative Affairs & Government Relations, Marie Rumsey.

On Tuesday, CCA spoke at the Planning and Land Use Management Committee about a potential value capture ordinance. The ordinance would create a menu of options to include a percentage of affordable housing in developments that is comparable to the land use entitlements they receive. CCA asked the committee to consider the feasibility of such a program with the City already embarking on a linkage fee, with the

Quimby fees just raised, with Measure JJJ and Prop. A on the November ballot, and with the Neighborhood Integrity Initiative on the March ballot. These measures all add to the costs of development and must be considered.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

CCA testified at the City Council about the City's business and economic development plans. CCA has been highly engaged in this discussion for more than a year and told the Council that the City needs to create a bold and comprehensive strategy to attract and retain businesses that create jobs. We also told the Council that the City must look to various incentive programs that will attract new businesses and keep others here. We said that the City must do better at informing businesses about programs that help with their work as well as about new requirements on businesses. The Council also recognized CCA as being the only organization consistently involved in these discussions since their onset.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).

(CCA IN THE NEWS

"Jessica has been a strong champion for Downtown and understands the importance of Downtown to the region's economy. She is a proven advocate for business, having revitalized the South Park BID and transformed the district into one of L.A.'s most desirable and sustainable neighborhoods," said Martha Saucedo, CCA Board Chair. [Los Angeles Times](#), October 25, 2016. "[Downtown business advocacy group names new chief executive.](#)"

(CCA MEMBERS IN THE NEWS

"We as a city always talk about wanting great design. Well, we've brought it to the city of Los Angeles," said Edgar Khalatian, Mayer Brown. [Los Angeles Times](#), October 26, 2016. "[Committee OKs scaled-back Frank Gehry project on Sunset Boulevard.](#)"



NEW MEMBERS

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McCormick Compliance Consulting

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